AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions, and listings, of claims in the application.

1.   (Canceled)

2.   (Currently Amended)   The system of Claim [[1]] 73, wherein the server system produces multiple custom web pages for the use of different groups.

3.   (Canceled)

4.   (Currently Amended)   The system of Claim [[1]] 73, wherein the server system produces an administration web page for the use of an external administrator to modify the custom pages.

5.   (Original)   The system of Claim 4, in which the modifications are done without vendor input.

6.   (Original)   The system of Claim 4, in which the modifications to the custom page are done automatically.

7.   (Currently Amended)   The system of Claim [[1]] 73, wherein the configuration data allows the creation of virtual bundles of products for purchase from the custom store web page.

8. (Currently Amended) The system of Claim [[1]] 73, wherein the configuration data allows the prevention of the selection of certain products by ~~group members from the custom web page~~ users.

9. (Currently Amended) The system of Claim [[1]] 73, wherein the configuration data affects the product display.

10. (Previously Presented) The system of Claim 9, wherein the configuration data affects the custom store web page product display order.

11. (Currently Amended) The system of Claim [[1]] 73, wherein the custom store web page is based upon ~~the~~ a main web store.

12. (Original) The system of Claim 11, wherein the custom web page uses data and images from the main web store.

13. (Original) The system of Claim 11, wherein the custom store web page has a similar look and feel to the main web store.

14. (Canceled)

15. (Currently Amended) The system of Claim [[1]] 73, wherein ~~the~~ custom store web software at the server system constructs a specific custom store

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web page using custom store I.D. information in the URL sent from a ~~group member~~ user.

16. (Original) The system of Claim 15, wherein the custom store software at the server system checks the referrer URL to determine that the user is coming from the correct secure location.

17. (Currently Amended) The system of Claim [[1]] 73, wherein the ~~group~~ user comprises ~~an~~ member of an institution.

18. (Currently Amended) The system of Claim 17, wherein the ~~group~~ institution comprises a college or university.

19. (Currently Amended) The system of Claim [[1]] 73, wherein the production of the custom store web page includes dynamically calculating discounts for products.

20. (Canceled)

21. (Canceled)

22. (Previously Presented) The system of Claim ~~20~~19, in which discount tiers are associated with each custom store web page.

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23.   (Currently Amended)   The system of Claim [[1]] 73, further comprising reconciliation software at the server system which checks the configurations of the custom store web pages for non-existent products.

24.   (Currently Amended)   The system of Claim 23, wherein the reconciliation software automatically E-mails notices to the external custom-store administrator computer to notify the external administrator of any non-existent products on the custom store web page.

Claims 25–72   (Canceled)

73.   (New) A system for the purchase of a product on a custom store web page of a vendor, the system comprising:

a user computer for a user to purchase preselected products from the custom store web page;

a custom store administrator computer configured for an administrator not associated with the vendor of the products to select products;

a server system of the vendor and having:

a web server for communicating with the user computer and the custom store administrator computer;

a database including custom store configuration data about the products and custom store web page; and

an application server configured to create the custom store web page, the application server having an instantiation application for creating the

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custom store web page from information created with the custom store

administrator computer such that the custom store web page is managed by

the administrator.